

[illegible]

determining when the rich media presentation is cached within the device; and when cached:

determining when there is an update to the rich media presentation available, and when an update is available, providing a different rich media presentation to the device, otherwise utilizing the rich media presentation cached within the device.

6. The method of Claim 5, wherein providing the rich media presentation to the device, further comprises:

determining when the rich media presentation is cached on a Content Delivery Network, and when, providing the rich media presentation to the device from the Content Delivery Network, otherwise providing the rich media presentation from an origin server.

7. The method of Claim 4, further comprising restricting the providing of the rich media presentation to the device when a Web site the device is visiting is not affiliated with the provider.

8. A modulated data signal embodied in a carrier wave and representing computer executable instructions for providing a rich media presentation to a device over a network, comprising:

receiving a request for a rich media presentation from the device when the device accesses a page including a request for an include file from the provider;

determining when the device is authorized to receive the rich media presentation; and when:

detecting attributes relating to the device;

generating the rich media presentation for the device when needed, wherein the rich media presentation is optimized based on the detected attributes relating to the device; and

providing the rich media presentation to the device.

9. The modulated data signal of Claim 8, wherein generating the rich media presentation for the device when needed, further comprises:

generating a virtual player optimized for the device when requested;  
generating a presentation package optimized for the device when  
requested; and

generating a media package for the device when requested.

10. The modulated data signal of Claim 9, wherein detecting the attributes relating to the device, further comprises:

determining basic operating characteristics of the device; and

determining when the basic operating characteristics of the device are supported; and when the basic operating characteristics are supported, retrieving additional attributes corresponding to the device, otherwise informing the device that the basic operating characteristics are not supported.

11. The modulated data signal of Claim 10, wherein retrieving the additional attributes corresponding to the device, further comprises determining the additional attributes corresponding to a set of attributes including a language attribute, a bandwidth attribute, a firewall attribute, and a permissions attribute.

12. The modulated data signal of Claim 11, wherein providing the rich media presentation to the device, further comprises:

determining when the rich media presentation is up-to-date within the device; and when, using the rich media presentation within the device, otherwise:

providing a different rich media presentation to the device.

13. The modulated data signal of Claim 12, wherein providing the different rich media presentation to the device, further comprises:

determining when the different rich media presentation is cached on a Content Delivery Network, and when, providing the different rich media presentation to the device from the Content Delivery Network, otherwise providing the different rich media presentation from an origin server.

14. A system for providing a rich media presentation to a device over a network, comprising:

- (a) a processor and a computer-readable medium;
- (b) an operating environment stored on the computer-readable medium and executing on the processor;
- (c) a communication connection device operating under the control of the operating environment;
- (d) a rich media presentation application operating under the control of the operating environment and operative to perform actions, including:

- receiving a request for a rich media presentation from the device when the device accesses a page on the network, the page including a request for an include file from the provider relating to the rich media presentation;

- determining when the device is authorized to receive the rich media presentation; and when:

- detecting attributes relating to the device;

- generating the rich media presentation for the device

- when needed, wherein the rich media presentation is optimized based on the detected attributes relating to the device; and

- providing the rich media presentation to the device.

15. The system of Claim 14, wherein generating the rich media presentation for the device when needed, further comprises:

- generating a virtual player optimized for the device when requested;
- generating a presentation package optimized for the device when requested; and
- generating a media package for the device when requested.

16. The system of Claim 15, wherein detecting the attributes relating to the device, further comprises:

- determining basic operating characteristics of the device; and

determining when the basic operating characteristics of the device are supported; and when the basic operating characteristics are supported, retrieving additional attributes corresponding to the device, otherwise informing the device that the basic operating characteristics are not supported.

17. The system of Claim 16, wherein retrieving the additional attributes corresponding to the device, further comprises determining the additional attributes corresponding to a set of attributes including a language attribute, a bandwidth attribute, a firewall attribute, and a permissions attribute.

18. The system of Claim 17, wherein providing the rich media presentation to the device, further comprises:

determining when the rich media presentation is up-to-date within the device; and when, using the rich media presentation within the device, otherwise:  
providing a different rich media presentation to the device.

19. The system of Claim 18, wherein providing the different rich media presentation to the device, further comprises:

determining when the different rich media presentation is cached on a Content Delivery Network, and when, providing the different rich media presentation to the device from the Content Delivery Network, otherwise providing the different rich media presentation from an origin server.